

LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide, Inc.

Ad No. 1322—"DEEPLY REWARDING"—Reg. No. 72756—Page—(H₁ x 11½ inches)—4/83 Brand—National Magazine (Other), 1982

(A)

Printed in U.S.A.



The beauty of our filter
is a quarter-inch deep.
And that small recess
keeps your lips from
touching the tar that
builds up on the filter.
Fresh filters can't do
that. Which is why
Parliament Lights are
so tastefully light.
And the source of such
deep-seated pleasure.



Only Parliament Lights has
the famous recessed filter.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 9 mg "tar," 0.8 mg nicotine—100's; 12 mg "tar,"
0.9 mg nicotine av. per cigarette, FTC Papers (Dec. 81).

© Philip Morris Inc. 1982

